

rigour to Restoration license is the most familiar of platitudes. The reaction to a mundane materialism was more gradual, more general, and ultimately of greater significance. The profligacy of the courtier had its decorous counterpart in the economic orgies of the tradesman and the merchant. Votaries, not of Bacchus, but of a more exacting and more profitable divinity, they celebrated their relief at the discredit of a too arduous idealism, by plunging with redoubled zest into the agreeable fever of making and losing money.

The transition from the anabaptist to the company promoter was less abrupt than might at first sight be supposed. It had been prepared, however unintentionally, by Puritan moralists. In their emphasis on the moral duty of untiring activity, on work as an end in itself, on the evils of luxury and extravagance, on foresight and thrift, on moderation and self-discipline and rational calculation, they had created an ideal of Christian conduct, which canonized as an ethical principle the efficiency which economic theorists were preaching as a specific for social disorders. It was as captivating as it was novel. To countless generations of religious thinkers, the fundamental maxim of Christian social ethics had seemed to be expressed in the words of St. Paul to Timothy : " Having food *and*

raiment, let us be therewith content.  
For the love of  
money is the root of all evil.<sup>11</sup> Now, while,  
as always,  
the world battered at the gate, a new  
standard was  
raised within the citadel by its own  
defenders. The  
garrison had discovered that the invading  
host of econo-  
mic appetites was, not an enemy, but an  
ally. Not  
sufficiency to the needs of daily life,  
but limitless  
increase and expansion, became the goal of  
the Christ-  
ian's efforts. Not consumption, on which  
the eyes of  
earlier sages had been turned, but  
production, became  
the pivot of his argument. Not an  
easy-going and  
open-handed charity, but a systematic and  
methodical  
accumulation, won the meed of praise that  
belongs to